



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re Patent Application of:  
Jonathan Dorfman

Application No.: 09/372,416

Group Art Unit: 2178

Filed: August 11, 1999

Examiner: Huynh, Thu V.

For: System and method for real-time bidding for  
Internet advertising space

**RENEWED REQUESTS UNDER 37 C.F.R. § 1.48**  
**AND RENEWED PETITIONS UNDER 37 C.F.R. 1.183**

Mail Stop Petition  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is a request for reconsideration of the Decision on Petition dated September 6, 2011 ("Decision").

The Decision dismissed the request pursuant to 37 C.F.R. § 1.48, that sought to add Mr. David William Roth as a named inventor in this application and to delete Mr. Jonathan Dorfman from the inventorship of this application. The Decision also dismissed the petitions pursuant to 37 C.F.R. § 1.183 that sought waivers of certain requirements of § 1.48 and § 1.63.

Applicant is the Assignee of the present application and is prosecuting the present application under 37 C.F.R. § 3.71. A statement under 37 C.F.R. § 3.73(b) is submitted herewith.

Applicant respectfully requests reconsideration of the dismissal.

The central reason for the dismissal of the aforementioned requests and petitions is due to the fact that Applicant failed to submit the showing of record made in Application No. 09/216,206 (the "'206 Application") that Mr. Roth cannot be found or reached after diligent effort.

In the '206 Application, Applicant submitted a showing that Mr. Roth cannot be reached

at several addresses that were associated with Mr. Roth. Those addresses however were apparently addresses of Mr. Roth's former residences. Mr. Roth's most current address could not be located.

Applicant has now been able to identify Mr. Roth's current residence and mailing address as follows:

**88 Perry Street #740  
San Francisco, California 94107**

Applicant has been unable to communicate with Mr. Roth at this address. Enclosed herewith is a statement by Mr. Benzion A. Wachsman in support of the renewed petitions and requests.

For the foregoing reasons, Applicant respectfully request reconsideration of the Decision dismissing the requests and petitions.

Dated: November 7, 2011

Respectfully submitted,

BEH Investments LLC \*

Signature: /Benzion A. Wachsman/

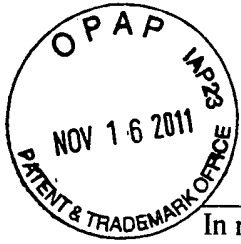
Name: Benzion A. Wachsman

Title: General Manager

Tel.: (718) 928-2213

Fax: (718) 504-9671

\*A statement pursuant to 3.73(b) is attached.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
Jonathan Dorfman

Application No.: 09/372,416

Group Art Unit: 2178

Filed: August 11, 1999

Examiner: Huynh, Thu V.

For: System and method for real-time bidding for  
Internet advertising space

**STATEMENT BY BENZION A. WACHSMAN**  
**IN SUPPORT OF REQUESTS UNDER 37 C.F.R. § 1.48**  
**AND PETITIONS UNDER 37 C.F.R. 1.183**

Mail Stop Petition  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

The undersigned, Benzion A. Wachsman, hereby submits this statement in support of Requests under 37 C.F.R. § 1.48 and Petitions under 37 CFR § 1.183.

I am a principal of BEH Investments LLC, the current assignee for the above-identified application. I have first-hand knowledge of the information recited herein.

A new address for Mr. David William Roth was identified at 88 Perry Street #740, San Francisco, California 94107.

Attached as "Exhibit A" is a resume Mr. Roth posted online at <http://pangloss.4t.com/progd-fixed.htm>. The resume shows Mr. Roth's current address at 88 Perry Street # 740, San Francisco California.

The phone number shown on the resume is (415) 515-1001. I called this number; however, the answering machine announcement was by a Ms. Suzanne Heske. The phone number does not appear to be presently associated with Mr. Roth.

The email address listed on the resume is [imdwr@yahoo.com](mailto:imdwr@yahoo.com). An email was sent to this

email address on September 6, 2011 a copy of which is attached as "Exhibit B". No response was received from Mr. Roth to the email.

The resume indicates that Mr. Roth was employed by Yerba Buena Commons (YBC) between 2002 and 2007 as a computer programmer. YBC is the owner and manager of the apartment building at 88 Perry Street. I contacted YBC and was informed by a Mr. Mitch Brown that Mr. Roth is no longer employed by YBC.

In September 2011, I retained Kale Investigation Agency, a private investigating firm, to seek confirmation whether Mr. Roth continues to reside at the aforementioned address. The investigator confirmed that Mr. Roth continues to reside at 88 Perry Street in San Francisco. Attached as "Exhibit C" is a copy of the investigator's detailed report.

On October 3, 2011, I sent the letter attached as "Exhibit D" to Mr. Roth at the above address. The letter was sent via FedEx and required Mr. Roth's signature for delivery. FedEx was unable to deliver the letter after three attempts at delivery. Attached as "Exhibit E" is a copy of the FedEx shipping label and a copy of the online FedEx tracking information.

On October 10, 2011, I sent the letter attached as "Exhibit F" by regular postal mail to Mr. Roth.

Mr. Roth has to date not responded to the letter of October 10, 2011.

Dated: November 7, 2011

Respectfully submitted,

Signature: /Benzion A. Wachsman/

Name: Benzion A. Wachsman

## **EXHIBIT A**

88 Perry Street #740  
San Francisco, CA 94107

Phone 415 515-1001  
E-mail imdwr@yahoo.com

# David Roth

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## Objective

A critical position designing, developing and maintaining software client/server applications.

## Expertise

Over twenty years experience designing, developing and successfully shipping software products. Tools: Java, C, XML, SQL/PLSQL (MySQL/JDBC, also Oracle), Swing, SAX, SOAP, JavaScript; Unix (Posix) and Windows XP.

## Professional experience

2002-2007 Yerba Buena Commons San Francisco, CA

### Java Programmer

Designed, developed and maintained Java apps and applets running on Windows XP to allow data collection, reporting and database maintenance, using MySQL/JDBC, Java Swing UI under Java v6/netbeans. Installed and maintained software on the Integral Video Server.

2000-2002

### Independent Software Consultant

- Wilson Vending: Designed and implemented vending business application using C and Java and AWT UI. Also utilized JDBC and MySQL; used Java HTTPRequest protocols to access vendor data.
- Times Tribune Zap2it labs (on spec): Designed and implemented a TV guide browser using their XTVD web service; utilized XML, WSDL, XSD, SAX and SOAP protocols using Java v6.
- Transcape: Recommended and coded changes to a video games application using Windows Media and C.

1997-1999 Flycast Communications San Francisco, CA

### Co-Founder and Technical Chief

Chief designer and developer of the ADEX Web-based ad delivery system, using C, C++, SQL and PL/SQL (Oracle) running on UNIX. Designed Java client running on Windows using Java Web Start for updates. Hired and managed the technical staff from start-up to successful product launch. Managed the design and development of the desktop Buyer application using Java, and web-based Seller applications. Responsible for product QA. Holder of multiple patents for ad-brokering software. Participated in presentations to investors, customers and employees. Flycast did a stock offering and was later sold.

1986-1996 Gupta Technologies San Francisco, CA

### Senior Software Engineer

Designed and developed improvements and extensions of SQLBase, the first Oracle-compliant PC SQL database, including query optimizations and language extensions, using C running on Windows. Co-designer and developer of SQLWindows, one of the first fourth-generation visual database application design environments. SQLWindows shipped over 100,000 run-times and became the company flagship product. Co-holder of one of the earliest software patents for SQLWindows.

<b>Education</b>	1976-1979	University of California	Irvine, CA
	<b>B.S Computer Science / B.A Mathematics</b>		
	Earned 2 degrees in 3 years. Magnum cum laude, Dean's list.		
<b>References</b>	On request.		
<b>Hobbies</b>	Keyboards, guitar, Maya 3D graphics, cryptic crosswords.		

## **EXHIBIT B**



**Benzion Wachsman**

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**From:** "Benzion Wachsman" <wachsman@gmail.com>  
**To:** <imdwr@yahoo.com>  
**Sent:** Tuesday, September 06, 2011 5:51 PM  
**Subject:** U.S. Patent No. 6,285,987 (Flycast Communications Corp.)

Dear Mr. Roth,

My company has acquired patents for inventions that you developed during your employment at Flycast Communications Corp. in San Francisco, CA, and for which you are named as co-inventor along with Mr. Dylan Salisbury. Included in the patents is U.S. Patent No. 6,285,987, entitled, "Internet Advertising System". In order to perfect our interests in the patents we require technical help and some background information regarding the development of the technology. I would greatly appreciate if you can assist us in this matter. We will compensate you well for your time and services.

Please contact at me your earliest convenience to discuss.

Thank you.

Ben Wachsman  
BEH Investments LLC  
t. (718) 928-2213  
f. (718) 504-9671  
c. (718) 812-0036

11/7/2011

## **EXHIBIT C**



## Kale Investigation Agency

Established 1968 Licensed and Bonded by the State of California, License Numbers PI 4748 AJ-2683162 - IRS NO 95-3361298

Corporate Offices  
8221 E. 3rd Street, Suite 400  
Downey, CA 90241

Tel: (562) 869-2535  
Fax: (562) 869-5268

Website: <http://www.kaleinvestigation.com>  
E-mail: [dkalepi@earthlink.net](mailto:dkalepi@earthlink.net)

### INVESTIGATION REPORT

**TO: Mr. Benzion A. Wachsman**  
**1652 48<sup>th</sup> Street**  
**Brooklyn, NY 11204**  
**Attn.: Mr. Wachsman**

**RE: DATE : September 22, 2011**  
**KALE REPORT NO. : 18405-C**  
**SUBJECT : David William Roth**  
**SERVICES : Locate Investigation**  
**REPORT BY : M. Walker**  
**Kale Investigation Agency**

THIS COMMUNICATION REPORT AND ALL INFORMATION CONTAINED HEREIN IS TO BE CONSIDERED AS BEING OF A CONFIDENTIAL NATURE AND MAY BE SUBJECT TO PRIVILEGE UNDER THE ATTORNEY/CLIENT WORK PRODUCT PRIVILEGES.

### INVESTIGATIVE ASSIGNMENT:

The Kale Investigation Agency was contacted by our client, Benzion A. Wachsman, and we were requested to locate a male subject by the name of David William Roth, hereafter referred to as Subject in this report.

Subject can best be described as being about 52 years of age. We were provided with a new possible address for the Subject given as 88 Perry Street, #740 in San Francisco, CA.

**TO: Benzion A. Wachsman**  
**RE: Locate Investigation**

**DATE : Sept. 22, 2011**  
**KALE REPORT NO. : 18405-C~Page 2**

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**INVESTIGATOR'S DETAILED REPORT:**

This assignment, first received last week, while Investigator was out of state on a litigation matter, was reaffirmed on Tuesday, 20 September 2011 and substantially completed the following day.

We had last looked for Mr. David William Roth in July 2009, in the Richmond District of San Francisco, California. We also followed other informational traces for him into Mountain View, a town south of San Francisco, without any positive results.

We are pleased to announce that this time; we were able to locate the current residence of Mr. Roth at the precise address where your information stated he would be, 88 Perry Street, Apt. 740, San Francisco, California.

The location is adjacent to the Bay Bridge. It is a modern exterior appearance apartment building, without any signage or even a permanent exterior address attached. The front entrance is an electronically controlled access point with a high security-gated garage. The apartments within the structure themselves have the appearance of modern hotel rooms, with electronic key card access, instead of metal keys. A sequential series of digital photographs follow, showing what our Investigator observed during the visit.

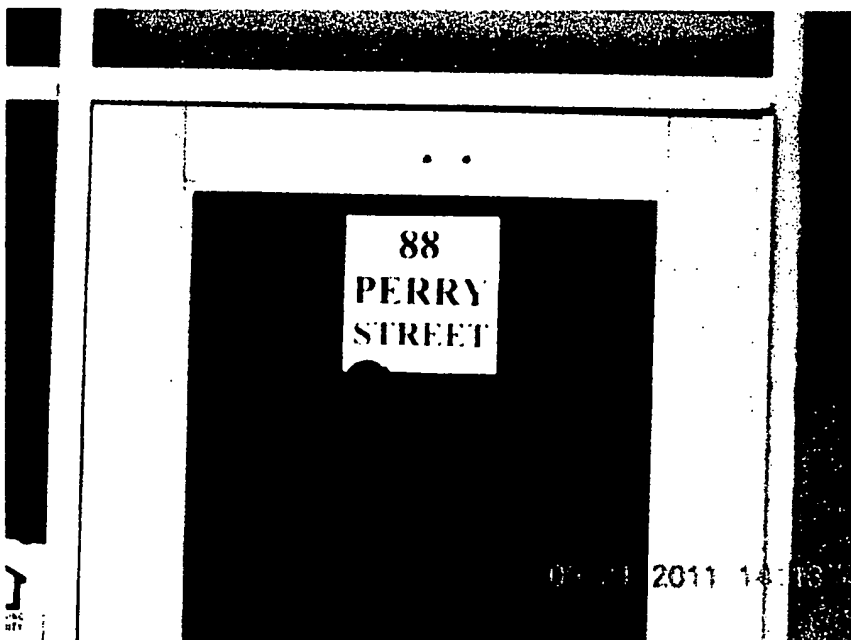
As shown in the photography sequence below, especially the floor diagram, Mr. Roth resides on the far end of the seventh floor from the elevators, across the hallway from one of the three fire exits at this level.

Efforts to establish personal contact with him were unsuccessful. However, after leaving the seventh floor, our Investigator stopped by the building managers office on the fourth floor and spoke with Mr. Gabe Lira, of YBC Associates Inc., who was quick to confirm Mr. Roth was still in residence, even though he had not seen him in the past couple days.

Before and after the actual location inquiry we left voice mail for Mr. Waxman, your client, whose number you had provided earlier. Mr. Waxman called later in the day to express his gratitude for the successful location contact results and related he would be pursuing the next step in the inquiry process.

TO: Benzion A. Wachsman  
RE: Locate Investigation

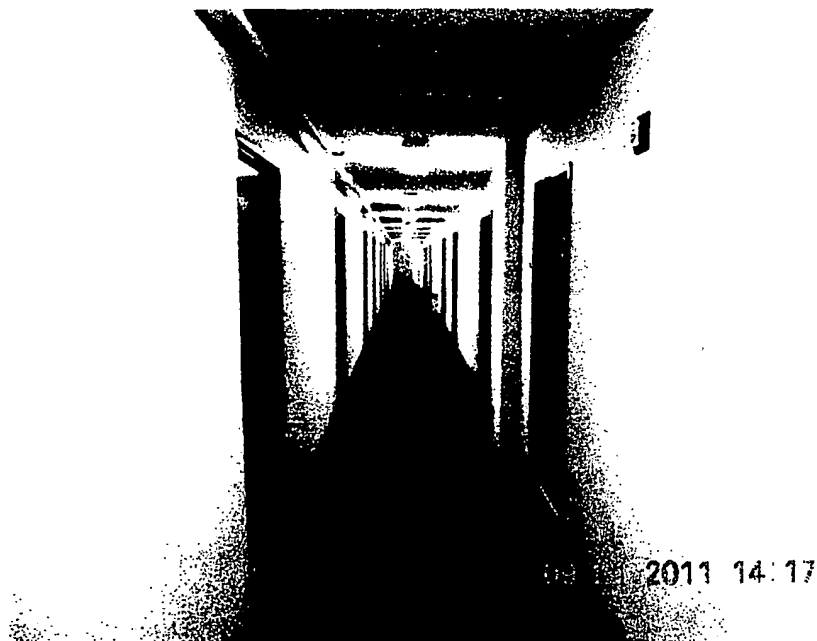
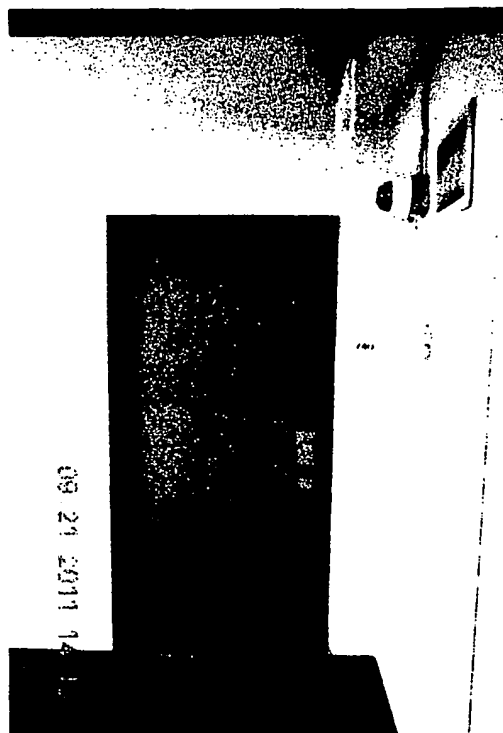
DATE : Sept. 22, 2011  
KALE REPORT NO. : 18405-C~Page 3



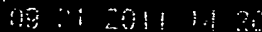
TO: Benzion A. Wachsman  
RE: Locate Investigation

DATE : Sept. 22, 2011  
KALE REPORT NO. : 18405-C~Page 4

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**DATE : Sept. 22, 2011**  
**KALE REPORT NO. : 18405-C~Page 5**



\*\*\* END OF REPORT \*\*\*

**TO: Benzion A. Wachsman**  
**RE: Locate Investigation**

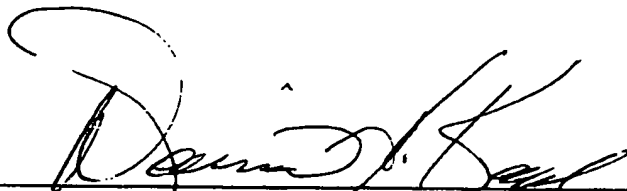
**DATE : Sept. 22, 2011**  
**KALE REPORT NO. : 18405-C~Page 6**

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**CLOSING REMARKS:**

The above reflects the status of our investigation in this case to date. If you should have any comments, suggestions, or further instructions regarding this assignment, please do not hesitate to call me at (562) 869-2535. Our invoice is enclosed for services rendered in accordance with this assignment.

We look forward to being of continuing assistance in the near future. Thank you for the opportunity to be of service.



**KALE Investigation Agency/Insurance Adjusting Company**  
**David H. Kale - Director**

DHK:MW:ks

Enclosures: Invoice  
Photographs



## **EXHIBIT D**

**BEH INVESTMENTS LLC**  
**1652 48<sup>TH</sup> STREET, BROOKLYN, N.Y. 11204**  
**TEL.: (718) 928-2213 / FAX: (718) 504-9671**

October 3, 2011

**VIA FEDEX**

Mr. David W. Roth  
88 Perry Street, Suite No. 740  
San Francisco, California 94107

**Re: U.S. Patent No. 6,285,987 & Continuation Applications Nos. 09/216,206,  
09/372,416, 11/926,939, 11/933,080, 11/933,122.**

Dear Mr. Roth,

BEH Investments LLC, the current owner of the above-captioned patent has filed continuation applications with additional claims. To that end, we are required to file an Inventor's Declaration with the United States Patent & Trademark Office. As you are a named inventor on the above-captioned patent and continuations, we kindly request your assistance in this matter. We are seeking your review of the claims and signature on the Inventor's Declaration.

Enclosed is a copy of the original Assignment for the invention which sets forth the terms and conditions for future assistance by the inventors with regards to the assigned invention.

We would like to compensate you for your time and efforts in assisting us with this matter at the rate of \$300/hour. The time estimated for this request is about 20 hours. I expect however that as we continue to pursue the continuations we may seek your consultation in the future as well.

Please contact me to discuss the above at your earliest possible convenience. You can contact me via telephone at (718) 928-2213, cellular phone at (718) 812-0036, or email at wachsman@gmail.com.

Thank you very much.

Very truly yours,

*Benzion Wachsman*

Benzion A. Wachsman  
General Manager

## ASSIGNMENT

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, we the undersigned,

David William Roth

whose address is 3650 Fillmore St. #304, San Francisco, CA 94123, and

Dylan Salisbury

whose address is 2854 Golden Gate Ave., San Francisco, CA 94118

1. Hereby sell, assign and transfer to Orst Inc. a corporation of California, having a place of business at 123 Townsend St. Suite 226, San Francisco, CA 94107. Its successors, assigns and legal representatives, the entire right, title and interest for the United States and all foreign countries:

(a) in and to any and all inventions which are disclosed in the application for United States Letters Patent, which was executed by the undersigned and is:

Entitled: Internet Advertising System  
Date Executed: 20 Jan 1997  
Docket Number: EWG-053

(b) in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said inventions; and (c) in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said inventions;

2. Agree that said Assignee may apply for and receive Letters Patent for said inventions in its own name; and that, when requested, (at the expense of said Assignee, its successors, assigns and legal representatives), the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said inventions; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said inventions and the history thereof; and generally do everything reasonable which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said inventions and for vesting title to said inventions and all applications for patents and all patents on said inventions, in said Assignee, its successors, assigns and legal representatives, and

3. Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned

Date: 20 Jan 97

Signature: David William Roth

Date: 20 Jan 97

Signature: Dylan Salisbury

G:\FLYCAST\E053-FIN053A88N14

RECORDED: 01/22/1997

PATENT  
REEL: 8368 FRAME: 0114

## **EXHIBIT E**

# FedEx® US Airbill

Tracking Number

8695 8344 9761

Express

1 From Please print and press hard  
Date 10/03/2011 Sender's FedEx Account Number

Sender's Name Benzion Wachsmann Phone ( )

Company BEH Investments LLC

Address 1652 48th Street

City Brooklyn State N.Y. ZIP 11204

2 Your Internal Billing Reference

3 To Recipient's Name David W. Roth Phone ( )

Company

Recipient's Address 88 Perry Street Suite 740

Address To request a package be held at a specific FedEx location, print FedEx address here.

City San Francisco State CA ZIP 94107



## Sender's Copy

4a Express Package Service  
☒ FedEx Priority Overnight  
Next business day, earliest next business morning delivery to select locations.  
Saturday Delivery NOT available.

☐ FedEx Standard Overnight  
Next business day, earliest next business morning delivery to select locations.  
Saturday Delivery NOT available.

☐ FedEx Express Saver  
Second business day, earliest next business morning delivery to select locations.  
Saturday Delivery NOT available.

4b Express Freight Service  
☐ FedEx 1Day Freight  
Next business day, earliest next business morning delivery to select locations.  
Saturday Delivery NOT available.

☐ FedEx 2Day Freight  
Second business day, earliest next business morning delivery to select locations.  
Saturday Delivery NOT available.

☐ FedEx 3Day Freight  
Third business day, earliest next business morning delivery to select locations.  
Saturday Delivery NOT available.

5 Packaging  
☒ FedEx Envelope  
FedEx Pak  
FedEx Mailer  
FedEx Tube  
FedEx Box  
FedEx Carton  
FedEx Pallet  
FedEx Large Pak and FedEx Shrink Pak

6 Special Handling  
☐ SATURDAY Delivery  
NOT Available for  
Next business day, earliest next business morning delivery to select locations.  
Saturday Delivery NOT available.

☒ No  
Yes  
Does this shipment contain dangerous goods?  
Dangerous goods (including dry ice) cannot be shipped in FedEx packaging.

7 Payment Bill to  
Sender  
Recipient  
Third Party  
Credit Card  
Cash/Check

8 Residential Delivery Signature Options  
No Signature Required  
Indirect Signature  
Direct Signature  
Signature Required  
Signature Not Required

Total Packages 1  
Total Weight 1.1 lb.  
Total Declared Value \$ 2.00

9 Date 10/03/2011  
FedEx Printed in U.S.A.

[Print page](#) | [Close](#)


## Detailed Results

Tracking no.: 869583449761

Select time format: 12H

## In transit

At FedEx destination facility  
SAN FRANCISCO, CA

## Shipment Dates

## Destination

Ship date Oct 3, 2011

## Shipment Options

## Hold at FedEx Location

Not available to receive your shipment? FedEx will hold your shipment at a nearby FedEx location at no extra cost. Some shipments may not be eligible for this service.

## Shipment Facts

Service type Priority Envelope - Direct Signature  
Required  
Weight 0.5 lbs/2 kg

## Shipment Travel History

Select time zone: Local Scan Time

All shipment travel activity is displayed in local time for the location

Date/Time	Activity	Location	Details
Oct 6, 2011 2:16 PM	At local FedEx facility	SAN FRANCISCO, CA	
Oct 6, 2011 12:05 PM	At local FedEx facility	SAN FRANCISCO, CA	
Oct 6, 2011 9:21 AM	Delivery exception	SAN FRANCISCO, CA	Customer not available or business closed
Oct 6, 2011 8:28 AM	On FedEx vehicle for delivery	SAN FRANCISCO, CA	
Oct 5, 2011 1:13 PM	At local FedEx facility	SAN FRANCISCO, CA	
Oct 5, 2011 1:06 PM	At local FedEx facility	SAN FRANCISCO, CA	
Oct 5, 2011 9:48 AM	Delivery exception	SAN FRANCISCO, CA	Customer not available or business closed
Oct 5, 2011 8:07 AM	On FedEx vehicle for delivery	SAN FRANCISCO, CA	
Oct 4, 2011 8:12 PM	At local FedEx facility	SAN FRANCISCO, CA	
Oct 4, 2011 5:59 PM	At local FedEx facility	SAN FRANCISCO, CA	
Oct 4, 2011 10:26 AM	Delivery exception	SAN FRANCISCO, CA	Customer not available or business closed
Oct 4, 2011 9:04 AM	On FedEx vehicle for delivery	SAN FRANCISCO, CA	
Oct 4, 2011 7:35 AM	At local FedEx facility	SAN FRANCISCO, CA	
Oct 4, 2011 6:36 AM	At destination sort facility	SAN FRANCISCO, CA	
Oct 4, 2011 4:55 AM	Departed FedEx location	MEMPHIS, TN	
Oct 4, 2011 12:22 AM	Arrived at FedEx location	MEMPHIS, TN	
Oct 3, 2011 8:01 PM	Left FedEx origin facility	BROOKLYN, NY	
Oct 3, 2011 7:14 PM	Picked up	BROOKLYN, NY	

## **EXHIBIT F**

**BEH INVESTMENTS LLC**  
**1652 48<sup>TH</sup> STREET, BROOKLYN, N.Y. 11204**  
**TEL.: (718) 928-2213 / FAX: (718) 504-9671**

October 10, 2011

Mr. David W. Roth  
88 Perry Street, Suite 740  
San Francisco, California 94107

**Re: U.S. Patent No. 6,285,987 & Continuation Applications Nos. 09/216,206,  
09/372,416, 11/926,939, 11/933,080, 11/933,122.**

Dear Mr. Roth,

BEH Investments LLC, the current owner of the above-captioned patent has filed continuation applications with additional claims. To that end, we are required to file an Inventor's Declaration with the United States Patent & Trademark Office. As you are a named inventor on the above-captioned patent and continuations, we kindly request your assistance in this matter. We are seeking your review of the claims and signature on the Inventor's Declaration.

Enclosed is a copy of the original Assignment for the invention which sets forth the terms and conditions for future assistance by the inventors with regards to the assigned invention.

We would like to compensate you for your time and efforts in assisting us with this matter at the rate of \$300/hour. The time estimated for this request is about 20 hours. I expect however that as we continue to pursue the continuations we may seek your consultation in the future as well.

Please contact me to discuss the above at your earliest possible convenience. You can contact me via telephone at (718) 928-2213, cellular phone at (718) 812-0036, or email at [wachsman@gmail.com](mailto:wachsman@gmail.com).

Thank you very much for your anticipated cooperation.

Very truly yours,

Benzion A. Wachsman  
General Manager



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Jonathan Dorfman

Application No.: 09/372,416

Group Art Unit: 2178

Filed: August 11, 1999

Examiner: T. V. Huynh

For: System and method for real-time bidding for  
Internet advertising space

**STATEMENT UNDER 37 CFR § 3.73(b)**

BEH Investments LLC, a Delaware limited liability corporation, states that it is the assignee of the entire right, title and interest in the patent application identified above, by virtue of a chain of title from the inventor of the patent application identified above, to the current assignee as shown below:

1. From: David W. Roth; Dylan F. Salisbury To: Orst, Inc.  
The document was recorded in the United State Patent and Trademark Office at Real 008368, Frame 0113.
2. From: Orst, Inc. To: Flycast Communications Corp.  
The document was recorded in the United State Patent and Trademark Office at Real 009836, Frame 0118.
3. From: Flycast Communications Corp. (a California Corporation)  
To: Flycast Communications Corp. (a Delaware Corporation)  
The document was recorded in the United State Patent and Trademark Office at Real 017811, Frame 0238.
4. From: Orst, Inc. To: Engage, Inc.  
The document was recorded in the United State Patent and Trademark Office at Real 011903, Frame 0079.
5. From: Jonathan Dorfman To: Flycast Communications Corp.  
The document was recorded in the United State Patent and Trademark Office at Real 010167, Frame 0961.
6. From: Flycast Communications Corp. To: Engage Technologies  
The document was recorded in the United State Patent and Trademark Office at Real 012077, Frame 0149.
7. From: Engage Technologies To: Engage, Inc.

The document was recorded in the United State Patent and Trademark Office at  
Real 012592, Frame 0308.

8. From: Engage, Inc. To: BEH Investments LLC

The document was recorded in the United State Patent and Trademark Office at  
Real 013936, Frame 0257.

9. From: Craig R. Jalbert, Liquidating Supervisor of Engage, Inc.

To: BEH Investments LLC

The document was recorded in the United State Patent and Trademark Office at  
Real 018535, Frame 0073.

The undersigned is duly authorized to act on behalf of Assignee.

Dated: July 20, 2011

Respectfully submitted,

Signature: /Benzion A. Wachsman/

Benzion A. Wachsman

General Manager

BEH Investments LLC

Tel.: (718) 928-2213

Fax: (718) 504-9671